

## ABSTRACT

An editing system has a timeline interface with at least one interactive track for interactive content and at least one track for time-based media. Interactive content may be associated with a point in time on the at least one track for interactive content. A user may place interactive content on the at least one interactive track. The user may select whether the interactive content is associated with a point in time using a locator object, or with a duration using a source clip object. A bin stores interactive content. The interactive content is imported into the bin such that interactive content in the bin is associated with a unique reference. A user may place interactive content selected from the bin on the interactive track. Information about the interactive content in the bin may be updated by using the unique reference. For a trigger element, the unique reference may be a file name for a trigger file that includes a description of the trigger element and a unique identifier of the trigger element. The interactive content may include display information indicating information to be displayed with the video and a specification of size and position of the video. If the program specified by the timeline interface is played back, the specification of the size and position of the video for the interactive content corresponding to a point in time in the program is accessed. The video and the display information of the interactive content is displayed according to the specification at this point in time in the program. The editing application also may be programmed to allow a user to use a conventional operation to select the content in the bin or on the interactive track. The editing application then can cause the associated authoring tool to launch, access and open for editing the interactive content associated with the object in the bin or on the interactive track.